

CONSUMERS ENERGY
Omnichannel Campaign
Appliance Service Plan
CASE STUDY



Objective

The appliances in your home don't last forever. In fact, 36% of side-by-side refrigerators... 25% of washing machines... and 20% of dishwashers fail within the first four years.

That's why Consumers Energy offers their customers the Appliance Service Plan (ASP). This plan gives customers protection against unexpected appliance repair costs. But they had a problem: people were enrolling in the plan — but many dropped their contracts within a year. Some had moved to a new home... some had delinquent payments... and others didn't feel like they still needed the service.

In the past few years, Consumers Energy lost 60,000 contracts. They needed a way to cut down on the attrition.

The goal: lower the number of lost contracts by 5,000.



Custom Photo Shoot Images

Target Audience New enrollees in the Appliance Service Plan

Marketing Strategy

A little backstory: Consumers Energy already had a welcome letter for new customers. It was impersonal... unexciting... and it showed the cost of the program. Oh, and it didn't share any of the benefits. For many people, it served as a reminder to cancel their plan.

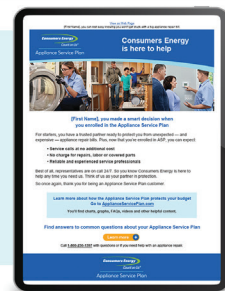
We got to work on a new strategy. First, we wanted to remind people of the value of their plan. Plus, we needed to make them feel like a valued member of the Consumers Energy family. So we developed a retention plan with several direct mail and digital touchpoints.

First, we did a complete overhaul of the welcome letter. The new Welcome Kit had an eye-catching 6x9 outer envelope with spot high-gloss UV coating. It featured bold, branded colors and custom photography of ASP service reps. Our creative director did a two-day photo shoot on-location in Michigan. This built a

(continued)

Entire Omnichannel Campaign

Welcome Kit



Emails



Fulfillment

Marketing Strategy (continued)

collection of photos we could use throughout ASP campaigns.

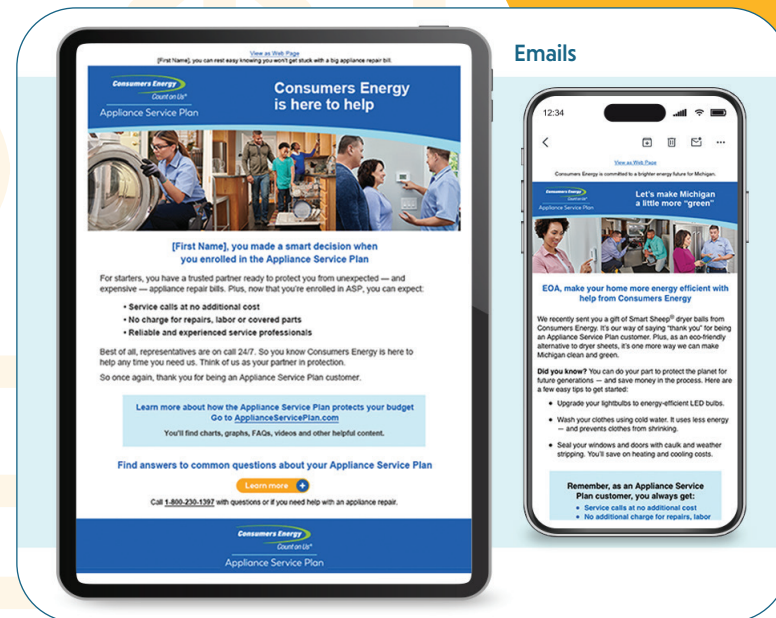
Inside the Welcome Kit, there was a personalized thank you letter, a list of ASP's best benefits and a cling. The copy encouraged the reader to put this cling (which had the phone number for ASP) on the front of an appliance. That way, they always knew who to call if it broke down. We even created a buck slip that promoted a free furnace filter as a welcome gift.

Another mailing followed, also in eye-catching colors and photos. This "New Customer Follow-Up" self-mailer featured spot soft-touch coating to give it a velvety feel. Bright colors and high-resolution photos echoed the Welcome Kit Messaging shared good news: a "thank you" gift for ASP customers was on its way.

That led to the giveaways. We sent customers dishwasher cleaning liquid — a way to make a common appliance last even longer. We also sent wool dryer balls — an environmentally friendly alternative to dryer sheets. Each of these packages had a branded label and a thank you card inside. That helped promote Consumers Energy's new initiative to be more "green."

Between these mailings, we touched base with customers via email. The first email shared the Appliance Service Plan features and linked to the ASP website. The second email called out the "thank you" gifts and shared tips on how to use less energy to save money.

All these components worked together to make the customers feel valued... and see the value in ASP. We wanted them to see ASP as a helpful partner and trusted service.



Creative Strategy

We used proven direct marketing techniques to build a cohesive campaign across channels. Each piece was created with a true hierarchy of design.

But before any of these pieces could come to life, our creative director ran a two-day photo shoot on-location in Michigan. We cast eleven actors and shot across seven different settings. Casting was important; we made sure to show diversity in age and ethnicity so the images would resonate with ASP customers.

For the Welcome Kit, we used images from our photo shoot to tell a story throughout the campaign — and really bring the value of ASP to life. These images showed families at home and helpful ASP service technicians smiling. On the inside, we saw the technicians interacting with the homes and families they served. This helped tell a story: family homes operate smoothly because of ASP. Plus, it included a window cling as a useful resource that customers could keep handy.

The follow-up self-mailer told a similar story. Designed with a short fold, it showed an ASP rep fixing a fridge. When you open the fold, it revealed more to the scene: a mother and son in the kitchen. This show what being part of the ASP family is all about. The design guided the reader through the package smoothly.

The corresponding emails were designed using email best practices and a mobile-first approach. They kept the same color story and showed familiar images of the reps and families. These fit in effortlessly with the direct mail pieces.

Finally, we created custom labels and cards for the welcome gifts. These fit in with the overall look of the campaign and added a personal touch to the premiums. All of these pieces worked together to successfully show the value of ASP.

Follow-up Self-mailer



Welcome Kit Insert with Cling



Results

As a reminder, Consumers Energy wanted to reduce the number of lost contracts by 5,000. If we achieved this goal, it would boost Consumers Energy's bottom line in a big way.

So, what happened?

Well, we beat the client's goal... but that's not where it ends.

After the new retention program, the number of canceled ASP contracts went down by an astonishing 47,862. For context, that's more than 9.5 TIMES the original goal. Each touchpoint worked together to build a loyal customer base for our client.

